

Marketing and Marketing Analytics MS

Master of Science in Marketing and Marketing Analytics - Option II Non-Thesis

Foundation Study in Marketing and Marketing Analytics

These courses can be waived for students with appropriate undergraduate coursework.

ECO 502	Quantitative Analysis for Managers	3
---------	------------------------------------	---

Required Core Courses (18 semester hours)

MKT 521	Marketing Management and Analytics	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 529	Data-Driven Marketing Decisions	3
MKT 547	Product Innovation and Supply Chains	3
MKT 568	Integrated Marketing Communication (IMC) and Promotion	3
MKT 569	Interactive and Digital Marketing	3

Research Component (3 semester hours required)

MKT 595	Business Research Methods	3
---------	---------------------------	---

Should be taken in the student's first semester of core courses in the marketing orientation of the MS degree plan

General Option (no minor): 9 semester hours required

MKT 545	Key Small Business Insights	3
MKT 567	Consumer Marketing	3
MKT 574	Customer Relationship Management	3
or MKT 580	Marketing - Internship	

Marketing Decision Analytics Minor: 9 semester hours required

MKT 540	Social Media Marketing	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 574	Customer Relationship Management	3
or MKT 580	Marketing - Internship	
MKT 575	Search Engine Optimization	3
BUSA 511	Business Analytics for Managers	3

Digital Marketing Minor: 9 semester hours required

MKT 540	Social Media Marketing	3
MKT 575	Search Engine Optimization	3
MKT 580	Marketing - Internship	0-4
BUSA 516	Emerging Technologies and Business Innovations	3

Total Hours		30
--------------------	--	-----------

Note: Other graduate courses may be approved by the Graduate Programs in Business Advising Center, provided the student has a minimum of 6 courses (18 semester hours) in Marketing.

Successful completion of the Comprehensive Exam is required of all students.